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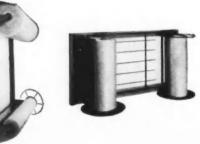
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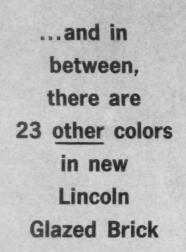
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CIRCULATION AND POLICY

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THE AIA NATIONAL CONVENTION, held last month at Philadelphia in the very cradle of America's liberty and greatness, had a timely theme, "Redesigning Urban America." Its locale was fortunate, being among a citizenry aroused and dedicated to the urgent task of meeting its own serious physical problems.

Speaker after noted speaker urged architects to be aware, active, and cooperative in the solution of urban needs. The AIA Board, too, has asked local chapters to support President Kennedy's housing and community development program within their communities. (*Arizona Architect*, March 1961.)

It won't be easy. Most people are extremely busy making their livelihood, and prone to leave the task to others in the hope that somehow it will get done. This is a dangerous risk.

U. S. District Attorney Carl Muecke was an OSS man behind the German lines during WW-2. At the end of the war he asked German citizens how they happened to let Hitler take over and bring them such destruction. Their answer was that it was so comfortable and easy to let someone else do their thinking for them.

Beyond apathy, there is another danger that confronts our American civilization today. It is the divisiveness that is being created with the use of catch words. We are allowing our prejudices to so condition our responses to key words (like the dog that salivates at a bell), that their use blinds us to reason and the real tasks before us.

We have seen much of this lately, in the irresponsible attacks on the National Council of Churches (keyword: "comsymps"), on educators ("educationists"), and on those who would revitalize our moribund cities ("socialist experimenters" or "experts" who should keep their place until "the people" decide what, if anything, they will do about slums.) The latest front page attacks, seemingly designed to divide and weaken us from within, are against "intellectuals," whoever they are.

Most of the debilitating argument is unworthily carried on under the vague banner of "conservatism," which itself has lost any precise meaning. Much of the attack follows the familiar courtroom tactic known as *ad hominum*, which means, "if you can't attack the reason, attack the person."

The seriousness of this situation is compounded by the expectation that America must *double* the size of its cities within the term of 40-year mortgages now being written. This has tremendous social and ecoWhen Sidney Little announced at the last AIA regional conference that the 1961 conference would be held in Reno, he suggested that the theme might be: "The care and feeding of slot machines." An alternative theme, with more of an architectural flavor, is suggested by this little ditty by Roy Brenner:

A city and a chorus girl
Are much alike — 'tis true;
A city's built with outskirts,
And the chorus girl is, too.

In any event, an active committee of Reno architects, close by the blue waters of Lake Tahoe, will have an interesting program, and have announced the dates as **September 21**, **22** and **23**. Further details will be announced. Mark your calendar and plan to attend!

nomic implications for every one of us, and particularly for architects and planners.

It is because of this situation that we must guard against prejudices and let reason guide our every response.

Believing this, it was interesting to read a thoughtful article in the current issue of Arizona's Point West Magazine, published by and for people who undoubtedly would consider themselves "conservatives." Titled, "Where IS this Conscience of the Conservatives?" it was written by Engineer Robert B. Choate, Jr. (see Perspective, January, '61.) In the article, which I commend to all readers, young Mr. Choate says:

"The real conservative is not inhumane or reactionary. He accepts the tenets of decency as they have evolved in our century. . . . Yet today in Phoenix this same conservative has formed a coalition with the selfish, the miserly, the unconcerned and the crackpot. As a group, they are out to undo the progress of the past six decades. Not being satisfied with the status quo, they apparently seek the status prior.

"We have recently repealed our housing code and, in the process, lost a prime tool for closing outhouses within sight of the state capitol. We have abandoned, partly out of hysteria, partly out of political ineptitude, our only public agency to deal with slum clearance. We have watched the intimidation of free speech in the very educational institutions which teach the

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sanctity of the Bill of Rights. With the second highest major city TB rate in the country, with 254 children's active TB cases on record right now (some still attending our schools), with an admitted unawareness of the total number of ambulatory cases in our midst—we condone the construction of less than adequate treatment facilities to be opened in 1964! After 12 years of avoiding the issues, during which period we had six beds for the 200 + known children's cases, we have continued to accept less responsibility than that recommended by a highly conservative county medical society.

"These are some of the recent results of 'conservatism-Phoenix-style.' These are the by-products of a poorly thought-out philosophy which has found (somewhat incredibly) widespread appeal among normally responsible elements in our community."

Mr. Choate went on to say: "In today's world of swift communication, an irresponsible pronouncement given widespread distribution can wreak havoc before truth and reason catch up with it. Repeatedly we hear prominent voices say 'To hell with the Supreme Court.' Over and again we are exposed to public derision of our government, its officers and its policies. Men and women of stature in our community equate almost everything involving the public welfare with socialism. Subtly, day in and day out, the people's confidence in their government and its great institutions thus is being undermined. We are, in fact, being taught that to be negative is to be right. So long as conservatives with a conscience do not speak out against such an atmosphere, what can be expected of Phoenix in the future?"

The author defines two types of persons who have claimed the banner of conservatism, as the "destructionist" and the "obstructionist." He says of the first:

"He is against just about everything and justifies it on the grounds that he is standing up for his rights He resorts to slander. The words 'traitor', 'dupe,' and 'subversive' are readily applied to any and all that disagree with him. . . . He has been with us for years, but decent people considered him beyond the pale until the 'Anti-Communism School' excesses made him appear legitimate.

The "obstructionist," according to Mr. Choate, "is more difficult to perceive. . . . Having little idea of true conditions in the 'good old days,' he favors going back to the ways of past times. He refuses to spend a dime today to save a dollar tomorrow. He cries loudly about inflation while refusing to face up to the problems while they are economically surmountable. . . . He leans heavily on the fable of the shrinking characteristics of the Washington-sent tax dollar, while ignoring his own state's fumbling programs. He sees nothing wrong with Arizona's . . . disregard of the TB menace and the great influx of the uneducated into our state. His pocketbook governeth

Referring to people of the slum area, the engineer writes: "The uplifting of these citizens is going to remain the gauge of Phoenix's conscience. Much of the Phoenix area is afflicted with housing, health, educational, and cultural poverty. South of Roosevelt Street live 134,000 persons. South of Lincoln Street, 81,000. These citizens are left out of the bulk of Phoenix's planning. They have only one tiny library. . . . The remoteness of the county hospital, vastly overloaded as it is, is sufficient to deter all but the sickest patients. Their substandard housing is apparently to be continued. . . .

"We have an illness in our midst. It will get worse as time passes unless something is done about it — privately or publicly. There is no honorable alternative to these two approaches. . . .

"We are all responsible in a sense for what has happened to our town. We watch certain excesses creep into our community patterns and remain silent. Either it is too much bother to speak out or we now fear to speak out. We let the strident devotees near the lunatic fringe outshout us. We allow our local news media to implant their premasticated views on our minds without our thinking through the implications of their snap conclusions. We allow our elected political leaders - men once respected for fair and moderate approaches to the problems of our times to become irresponsible extremists. We fail to assert popular control over our legislature. In an effort to hide the fact that we are really too selfish to carry out community programs, we reject government aid while knowing state, county, city and individual aid will not be forthcoming. We, in short, are swayed by the do-nothings among us. Perverting the traditions set by our forefathers, we bow to the vocal, avoid responsibility, and go our disastrous, selfish way.

"We like to think Arizona will someday provide national leadership. If it is to do so, where is that leadership now?"

I say, "Bravo, Mr. Choate!"

An equally cogent piece could be written about the extremists of the "liberal" persuasion who use inflamatory tactics to divide the people.

At any rate, my pulse has been quickened by the thought that there are stirrings of courageous resentment against what has been happening.

Unless this resentment grows and forces a public and official awakening, then the world-renowned architectural leaders and philosophers we heard at Philadelphia will have spoken to us in vain. And one evening an audience will hear some noted architect say, as we at Tempe heard Charles Eames say of Los Angeles, "Phoenix is a dump!"

Phil Stitt





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Fundamentals of a City Culture

By Professor Bruno Zevi

Prof. Zevi (right, in photo) and Lewis Mumford participated in a spirited and provocative discussion at the Philadelphia AIA Convention. Zevi is architectural historian of the University of Rome, Italy; was for ten years editor of the renowned "Metron," and is now director of "L'Architettura," leading review of modern Italian architecture. Author of "Architecture as Space," Prof. Zevi has written "History of Modern Architecture," a monumental work used as a standard text in Europe and South America. It is now being translated and prepared for publication by Horizon Press.

Lewis Mumford, famous author and critic, of Amenia, N. Y., gained a worldwide reputation on the publication of "The Culture of Cities" in 1938. Though neither an architect nor a planner, he is an honorary member of the leading architectural and town planning institutes in the English-speaking world. He was awarded the Royal Gold Medal for Architecture in 1961 by Queen Elizabeth II in recognition of his writings. Among other things, Mr. Mumford said at Philadelphia:

"The city is a human artifact and must give form to human needs and human purposes in the order of their importance, beginning with man's need for fellowship and love. . . . We must stop spending astronomical sums on technological absurdities that are destroying the city and creating an empty and boring life; and we must invest generously and widely in the essential small-scale activities that will restore initiative and power and confidence to the individual person and the group."

The proceedings of the Philadelphia AIA Convention soon will be carried in full in the AIA Journal. Only a portion of Prof. Zevi's stimulating talk is presented here.



The fundamentals of a contemporary culture of cities concern their dimension — the architects' role in the process which goes from city-planning to city-making, and the philosophy of urban renewal.

The discussions of this convention and the American contribution are needed in Europe and in the world now more than ever before. During the present period of western prosperity, it is a matter of ideas and money. Perhaps another Peace Corps is needed, made up of architects and city designers.

I have the impression that our urban culture went to pieces because architects were unable to see that a city could have form without a dimension. They are not to blame; town planners tried to impose on the modern city a dimension which, however big, was always too small and deceiving. All of the 19th century culture, which continued deep into the first half of our century, suffers from the psychosis about the size of the city. Just at the time when modern technology was destroying the mechanical justification and social function of an urban measure, its determination became the ideal and purpose of town planners. This has applied for the past century.

This theoretical ideal became the self-sufficient settlement in a self-contained city form. This kind of vision may work for small towns, but not for the super-metropolis or the metropolis of one and two million inhabitants. In Europe people resent the artificiality of this kind of overgrown villages added to cities because they cannot offer the benefits of the old town and they deprive them of the advantages of the metropolis. A city with high buildings lowering down from the center to the periphery until it merges with the country cannot embody a democratic society.

We should recognize that our modern city has no more a dimension, or we do not know how to measure it. Once we recognize this fundamental character of the modern city, we can interpret it in two ways: that it is doomed and disappearing because the subSave time, trouble and money on the jobsite - specify

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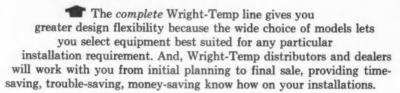
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urban sprawl nullifies the difference between town and country, or that the city is still there, strong and alive, maintaining its social and cultural functions, looking for a new urban form which is new, dynamic, sizeless and continuous.

In the relationship between city planning and city making, architects are the real protagonists of the city. Modern architecture, in spite of its great achievements, seems to have fallen into a state of confusion and eclecticism.

In the history of Western civilization, architecture either preceded or was simultaneous with town-design. All town space-conceptions reflected and translated in bigger scale those which had been embodied in some building. It is a datum worth considering. A perfect convergence of planning and architectural thinking is to be found in Wright, or Le Corbusier, or Gropius, or Mies; that is, in the urban theories formulated between the two world wars.

So far as we can see, the international style ideal of isolated, pure, transparent prisms in space has



"Prisms in space" - New York City

been, if not denied, at least complemented by a tendency towards expressionistic plasticity and by a sort of neo-Baroque inclination for visual continuity through undulating serpentines. Such plurality of expression is not necessarily negative; richness of architectural language may be interpreted as a happy event.

I have a liking for architects who, when planning or redesigning a city, leave some problems unanswered, trust the natural growth, refuse to be dictators up to the curtains and flower pots. This attitude seems congenial to a democratic approach, but to what extent can it work? One can visualize a sizeless and formless city of the future, made true and vital by a various, audacious, personal architecture of action.

But, in order to achieve such a challenging purpose, architects must be able to seize the present great opportunity to remold our cities. They should think in bigger terms, reorganize the profession so that it becomes the driving and promoting power of the entire building industry. And here, I am afraid, too many of our colleagues give up, retreat, are tired.

At the very moment when architects can become leaders of the building industry, they stop at Mondrian and Arp, or are bemused with stylistic details, vernacular evasions, neo-art nouveau, neo-historicism, filligree and other architectural delights. Architecture's emancipation from the doctrinaire of the thirties was won to meet new and bigger tasks, to extend architectural research in city scale; not to indulge introversion and individual idiosyncrasies.

Within different sectors of the new city we should have a coherent, sound and eloquent architecture to produce a vital third dimension. The degree of resistance of the third dimension is the barometer of the validity of an urban pattern.

Urban renewal has difficulties of its own. I have toured the major large-scale renewal projects in Los Angeles, San Francisco, Chicago, Detroit, Pittsburgh and Washington. Perhaps a subjective impression from a friendly outsider may be of some use, although I hesitate to offer any conclusions based on such a quick look.

I was certainly impressed by the brave effort made to deal with housing, urban expressways, industrial and commercial developments. However it was not always clear to me whether these projects, in the aggregate, will make the future city, will establish the framework of a new urban society. If cities are to survive as cultural instruments, they must be more than a collection of public works projects. Houses or expressways may be produced on assembly-lines, cities are not. And where is the coordination between residential communities and motorways, business districts and recreation centers; where does urban design enter the picture?

The architectural profession is evidently conscious of the new role it is called upon to fulfill in the national task of redesigning urban America. Indeed, the very significance of the architectural profession is at stake. In the process of city-making, there is no second, or third, or fourth place that architects can occupy; either they come in first or they are going to be last. Either they promote or they become the passive reflection of a disintegrated city life.

Organic relationship between public works projects and the building industry at large; this is what urban design amounts to, where it becomes public policy. Either architects can show a way toward an integrated urban policy, or architecture is lost. Never before was architectural design so dependent on urban design.

The scope of urban renewal cannot be limited to

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housing, office triangles, shopping centers. If it is, architecture itself is not going to be very good. Urban renewal, as far as I could see, means in many American cities demolishing an urban section in order to rebuild it according to contemporary criteria. Often, at the end of a carpet of old houses, we see a series of new tall buildings, in the shape of towers of elongated prisms. Such contrast of dimension, structure and character is sometimes successful.

But can isolated towers or slabs constitute the entire semantics of urban renewal and offer a consistent method for redesigning urban America? Don't they sometimes lacerate the structure and the texture of the city, depriving it not only of the slums but also of some of its historical and social assets? A city atmosphere means interchange, movement, continuity, and the architecture for it cannot always be so violently discontinuous.

A totally different type of international cooperation on city design should be organized, something directly from the profession, anti-bureaucratic, quick to intervene in every part of the world, around a drawing board. Towns are to be redesigned, and in this task every country needs the support of others and can contribute. A timely, friendly intervention from outside can remove many difficulties that arise within a single nation.

Whatever you do in redesigning urban America has a great impact on Europe. When the plans for Fort Worth, the Golden Gate Redevelopment in San Francisco, Detroit, Pittsburgh, and in many other cities were published, there was in Italy a sincere enthusiasm; something had been done for America which was meaningful also for us.

This is especially true for Philadelphia, a city which, for the work being done in the university, the planning commission and in the redevelopment authority might be considered one of the world's major centers for city design today.

Today, expectation is in the air, and I feel once again that the architects' contribution can be determining. Town-making will perhaps be the final battle-ground between East and West. In an affluent society, the quantitative competition is going to become less and less important. The final battle will be fought on quality, and there city designers and architects will bear the greatest responsibility.



Logan Circle and City Hall, Philadelphia

Gila Bend Gets County Planning Recommendations

An eight-point list of recommendations has been detailed by the Maricopa County Planning and Zoning Department for the improvement of Gila Bend in preparation for a conservative projected population in 1980 of 5,700, an 111 per cent increase.

The board recommended that Gila Bend:

Adopt the planning report and use it as a guide for the future development of the community; support a program for sanitary sewers; prepare a comprehensive study, setting forth the advantages, disadvantages and cost in tax dollars for town maintenance and sources of revenue therefor;

Also accept greater local responsibility and take action to improve the general physical appearance of the community; this could include a fix-up paint-up campaign, collection of all junk and trash in the area, designating an area for dumping purposes beyond public view, and initiating a street tree-planting program;

Also obtain necessary legislation beneficial to Gila Bend, such as building and sanitation codes; increase publicity and promote the advantages of the area for industry; capitalize on the historical significance of the area; and improve the quality of the local water supply.

The report, which includes 17 plates and tables, points out that "those communities which recognize their potential capabilities and take action to develop them will grow and prosper most.

"The unincorporated community of Gila Bend is typical of these, and is now at an important stage in its development. As a growing urban community it must prepare to assume increased responsibility and make a number of important decisions.

"Two of these major decisions which soon must be acted upon concern sanitary sewers and the question of town status.

TWELVE NEW ARCHITECTS

The following have been certified by the State Board of Technical Registration to practice architecture in Arizona as of May 1, 1961:

James R. Abney
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The Challenge Of Rebuilding Our Cities

BY ROBERT C. WEAVER
Administrator, Housing and Home Finance Agency



There is no better city in the country for a conference on "Re-designing Urban America." Philadelphia has become a showplace of urban renewal in action — and a demonstration for all the nation that when citizens decide to work together they can create a new life both for their city and for themselves.

For those who knew this city a decade ago it is difficult to believe that so much could have been accomplished so soon. The demolition of the "Chinese Wall" where the Penn Center now stands, the clearing of Independence Mall and the area around Carpenters' Hall did more than let in sunlight and air. They awakened the confidence of this city in its future, and pride in its past.

All across America today are other cities that are centers of burgeoning metropolitan areas. In our ability to mold to our needs those things we can change and to learn to live with those things we cannot change, lies our national destiny.

Through our society today runs a dichotomy deeper than many of us realize: A division between urban and suburban thinking which, whatever the historical and economic and cultural and sociological reasons for it, makes no sense in the future we are seeking.

Your conference will point the way, I hope, to the accomplishment in many cities of what is being accomplished here in Philadelphia — not just the physical, brick and plaster and concrete things, but the things of the mind and of the spirit, and the realization that a city is no island, entire of itself. The city today is the heart, and in a sense the soul, of a metropolitan area. The suburbs around it draw their life and their spirit from the city's economy and culture.

At the rate these metropolitan areas have been increasing this is a matter of concern to the large majority of Americans. The Census Bureau now recognizes 212 metropolitan areas, where 113 million of the 180 million Americans now live. Eighty-four per cent of the country's population increase in the last decade took place in these areas. Three-quarters of the increase in the metropolitan areas was in the sub-urbs surrounding the central cities.

The land adjoining our cities has been engulfed at the astounding rate of a million acres a year. So rapidly have the metropolitan areas sprawled across the countryside that they have begun to merge, one into the other. Dr. Jerome P. Picard, in his study "The Metropolitanization of the United States," sees the emergence by the year 2000 of ten super-metropolises with populations ranging from five to twenty-three millions.

If that seems far in the distant future, consider that the Federal Housing Administration is even now insuring home mortgages that may not be paid off before that time.

The scale upon which architects must think today surpasses anything we have ever known before. Once it was sufficient to design a building capable of performing the function for which it was intended. Today your professional literature is filled with the call to design as well for the environment of which that building is a part.

Too often, however, that environment is conceived within the narrow limits of adjoining buildings, rather than the neighborhood or the urban renewal area. Within these areas we must have unity of design.



Urban Renewal: The new Penn Center, Philadelphia

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X-RAY PROTECTION

But it should also be a design that will integrate the neighborhod and the urban renewal area with the rest of the city, and the city itself with its metropolitan area.

Too often, also, the architect has been content with designing in the patterns of the past. If we are to rebuild intelligently, the architect must be thinking in new urban patterns based not on the demands of today, but on those of tomorrow. Quality must be stressed, as well as scope.

At the start of this year 475 local governments had active, federally-aided urban renewal programs under way. Currently the backlog of applications for federal grants stands at \$200 million. And we estimate that communities will demand, and can intelligently use, \$600 million or more each year in their urban renewal programs.

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This Urban Renewal Project is being Undertaken with
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Through the
URBAN RENEWAL ADMINISTRATION
HOUSING AND HOME FINANCE AGENCY

At the present time 103 metropolitan and regional areas are being or have been assisted by federal grants for area-wide planning. Through grants to state planning agencies more than 1,500 smaller communities have received federal grants for planning.

President Kennedy has proposed to provide greater incentives for the planning which is essential to the sound development of our communities. Under the terms of the Housing Bill the federal share in the cost of urban and metropolitan planning would be increased from one-half to two thirds. This would bring the federal participation up to the level of the urban renewal program. And it would bring it closer to the level provided for highway planning. The authorization for urban planning grants would be increased by five times — from the present \$20 million to \$100 million.

One of our most pressing problems, as we are all by now aware, is that of urban transporation. The Housing and Home Finance Agency and the department of commerce have joined in an immediate and extensive study of these problems.

At the same time these two branches of the government have established the machinery to bring about greater coordination in the planning of two of their constituents, the Bureau of Public Roads and the Urban Renewal Administration. A joint steering

committee has been established to make policy. And regional committees have been appointed to translate these policies into operations.

The program will be carried on in urban areas where local and state bodies are prepared to establish coordinated planning that will embrace both highway and general urban plans. Initially it will be on an experimental or pilot basis. But with experience, procedures will be worked out for general application.

Originally, as you know, the urban renewal program was regarded exclusively in terms of slum clearance and housing construction. There was no thought given to the industrial, commercial and cultural needs of comunity renewal. As an awareness of these other needs has grown, communities have been given increasing discretion in their use of urban renewal.

As you move through Philadelphia's living laboratory of urban renewal, I hope you will see that urban renewal here has meant more than demolition. This





city has what Harry Batten, one of the pioneers of urban renewal here, called "the greatest treasury of old houses in America." Unlike some of our cities, where the bulldozer and headache ball have gone too far, this treasury has not been plundered.

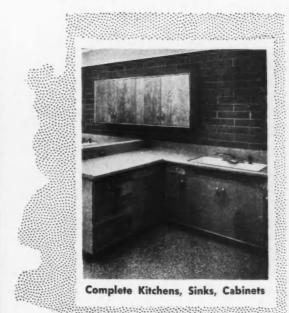
One of the great difficulties in rehabilitating the older homes in our cities, however, has been financing. Home improvement loans under the Federal Housing Administration's programs now are limited to \$3,500 — which isn't enough to pay for the extensive rehabilitation needed by some older homes. Now the President has proposed that the FHA insure home improvement loans up to \$10,000 to be repaid over periods as long as twenty-five years. This will enable cities to reclaim part of their housing heritage, and

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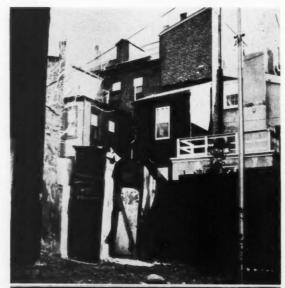
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I believe that we are on the threshold of some remarkable breakthroughs in urban design — in the relationship between land use and transportation, as well as in construction.

To facilitate these advances the President has proposed that communities be assisted in acquiring open land to meet the needs of their future development. Two new programs have been suggested.

Under one the federal government would make grants to state and local public bodies to acquire land for permanent open space — for conservation, for example, or for recreation. Under the other the government would make loans to enable these communities to acquire land which would be used for development as industrial parks, shopping centers, or housing in accordance with the needs of the com-

munity.

For such programs to be successful it is essential that communities have a clear idea of how they want to develop. The proposals, therefore, require as a condition of federal assistance that the land be acquired in accordance with a comprehensive urban plan.

Private industry is currently spending on research and development more than 12 per cent of the amount that it invests in plant and equipment — and this is paying off handsomely for the entire economy. Public undertakings involving large commitments of the nation's resources should also be guided and improved by research and experimental studies.



Much remains to be learned about the rehabilitation of housing in urban renewal areas. A proposed program would enable local public agencies to buy and improve properties as a demonstration of what can be done by private owners. The public agency would resell these rehabilitated homes to private investors.

Above all, we must understand that we are dealing with people. It is our intention to develop programs that reflect the needs and aspirations of our people. This calls for careful economic and social research into the housing needs of the elderly, low-income families, newcomers to the city, and others. This also requires studies of the recreation and transportation requirements of a growing urban population.

This has been just an outline of the new tools which this administration would like to place in your hands, to aid in the rebuilding of urban America. In using them you will need not only the skills of your profession, but the support of the political leaders in the community where you are working.

The support your organization, through your president Philip Will, has given to the President's housing



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proposals in general, is deeply appreciated. But we must all work to make these proposals understandable and meaningful to all Americans. In this the American Institute of Architects can play an important role.

In your profession — indeed, in this very room — are men of great genius whose imagination and inspiration have triumphed over many another obstacle on the frontiers of architecture. Because of their work the task of rebuilding our cities is already well under way.

It is not often that a nation rebuilds its cities, and when it does it should do it well.

You will have in your hands, in the years ahead, a major part in shaping the urban life of this country. What you do will influence the lives of millions yet unborn for decades yet to come. No other generation of architects had before it such an opoprtunity or such a challenge.

America waits for your response.

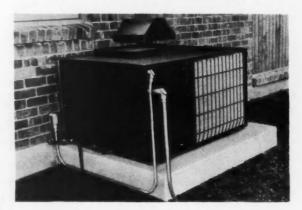




Your Attention, Please! to the next four pages

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stat, and year-round comfort. Low silhouette {2412 inches!} and relatively light weight mean unobtrusive, uncomplicated installation—either on a ground-level slab or on the roof.

FIRST OF ITS KIND, the EconoAir is an entirely new combination: a full-size gas furnace (55, 80 or 100 thousand BTU) and a 2 or 3 ton electric air conditioner. Built to do a full-house job summer and winter, it requires only normal insulation, and does not limit the use of glass doors, picture windows, and other desirable design features. EconoAir provides the best of both—economical air conditioning with electricity, and heating with low-cost gas.



THE EconoAir SIMPLIFIES REMODELING, besides being ideal for new construction. No refrigerant lines need be installed inside the house; the cooling coil is in the unit itself. Gas and electrical connections are made outside, too. No venting is required.

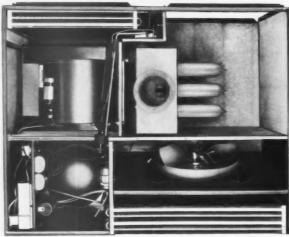
EconoAir now gives you new and persuasive selling points for total changeout in existing buildings: The equivalent of a whole big closet of indoor space can be freed; and when the installation goes outdoors, all operating noise is also removed from the house.

{This will not mean outdoor noise to annoy neighbors. The centrifugal blower operates very quietly at low speed to circulate air during the heating cycle. During the cooling cycle, the condenser air fan is also exceptionally quiet, and discharges the air upward to carry sound away from the house and the neighbors.}





EconoAir



PAYNE 36/80 EconoAir

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3 Cooling coil is in the EconoAir, not in the house. Special design of copper tubes and aluminum fins insures highly efficient heat transfer and greater cooling capacity.

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5 Motor-compressor is hermetically "sealed in steel" for exceptionally quiet operation. The unit is backed by Payne's five-year warranty. Refrigerant tubing and electric wiring are factory-installed. Simply set it, connect it, and turn it on.

6 Condenser air fan discharges air upward, to carry sound away from house and neighbors. In ground-level installations, no warm air blows on lawn or shrubbery.

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Arthur
Thomas
Brown,
FAIA





Yellow Ribbon For Design





First among the well-wishers and admirers was wife and office manager, Caroline Brown. Others congratulating the new Fellow were, from left, John Brenner, Phoenix; Martin Ray Young, Jr., Mesa; Walter Scholer, FAIA, Lafayette, Ind., and father of Emerson Scholer, Tucson; Mrs. Brenner and Mrs. Brown.

May, 1961



INVESTITURE OF FELLOWS

The impressive staircase in the Philadelphia Museum of Art descended from a platform under a statue of Diana. On the platform were the men who were to be invested with the coveted Fellowship in the American Institute of Architects.

For the honored architects, the staircase could well have symbolized their ascendency through their profession to one of the highest honors it can bestow. Certainly it so applied to Arthur Thomas Brown, FAIA, Tucson architect and first Arizonan to receive the honor.

Brown was graduated from little Tarkio College in Missouri, where his father was a teacher and president, with a bachelor's degree in chemistry. From there he went to Ohio State in 1924, where his first architecture professor saw him as "a bashful, modest, shy, but very attractive lad, who, it was obvious from the start, had considerable latent ability and potential."

The professor, Galen F. Oman, was but a yearand-a-half older than Brown, who was, he recalls, "a little older and more serious than most of the students." Brown was graduated in 1927 and worked for David Adler on residential design in Chicago and also on the Chicago World's Fair in 1933.

It was in 1935 that he arrived in Arizona with \$40 to his name, and he worked for Orville Bell in Phoenix a year before going to Tucson. There he scraped up \$160 for a lot and built his first house, one which was to be a source of near-derision at the time and later the object of national notice. He extended a garage on the front of the house, which most neighbors thought "too modern." One inquired, "When are you getting the horses?" A full decade later a national automotive magazine described the house and garage as a significant development of the motor age.





Arthur Brown and Professor Galen Oman

Brown well can recall his first fee, from a Tacoma trousers manufacturer: three pairs of his product. And he remembers billing a client \$150 for three prints of a plan, then waiting a long time for the fee. When it arrived it was accompanied by two prints of the plan and a terse note: "I could only use one set." There was a check for \$50.

In Tucson, Brown worked for Dick Morse until the latter went into the Navy; then he carried on himself. He recalls earning \$600 his first nine months, doubling that amount his second year and tripling it the next. He set his economic goal as a staggering \$2.800 annually.

Another innovation caused considerable comment when Brown designed a house, over 25 years ago, with high ribbon windows. A startled window washer greeted the now-common architectural feature with: "Do tell, am this a home what you live in?"

Brown's work brought him an AIA Award of Merit in 1949 and numerous other awards and recognition in public and residential architecture and his work has been shown throughout the nation and in numerous publications.

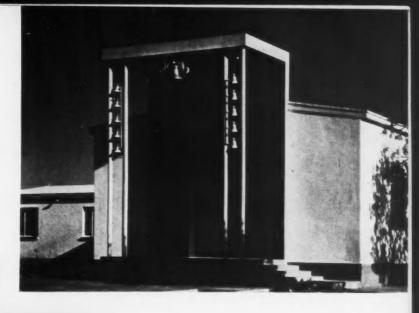
"Doc" Oman, who has visited Brown in Tucson every winter since 1948, cited the architect for his intense interest in design and the effective use he has made of his knowledge of architecture, art and chemistry. As an example, he said, "in a visit to his office, you may observe, in addition to his designs, photos, models and paintings, his workshop laboratory and, in the rear, his hyperbolic paraboloid carport."

But most important, feels Oman, is that:

"I've never heard him speak an unkind word about anyone, nor have I heard anyone speak other than well of him.

"He truly exemplifies the philosophy that it is more important to be genuine than to be successful."

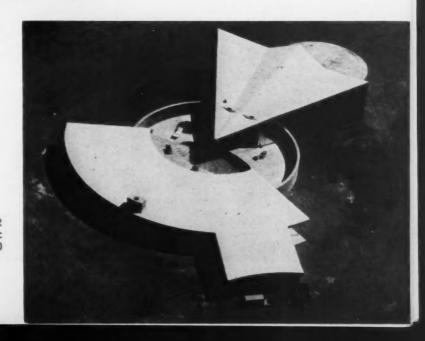
Three Brown Designs Exhibited At Philadelphia Convention



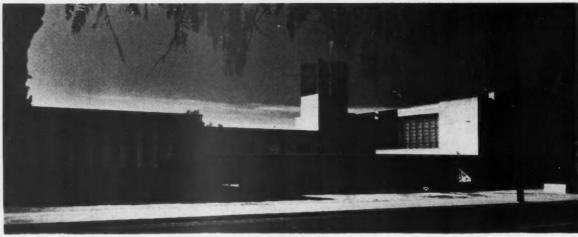
SOUTHSIDE PRESBYTERIAN CHURCH Smith Memorial Chapel 1946



FAITH LUTHERAN CHURCH, TUCSON Modern Spires To Sky 1951



VAN SICKLAND HOME AND HANGAR Unique Structure, Tubac 1960



FIRST CHRISTIAN CHURCH Tucson, Arizona 1949



AUTO ASSOCIATION OFFICE Tucson, Arizona 1960



WOMEN'S DORMITORY University of Arizona 1957

Other Representative Designs by Arthur Brown

BALL AND PAYLORE HOME, TUCSON Revolving Sun Screens





CHAPEL, CHRIST METHODIST CHURCH Concentric Circle Design 1959

One of life's rewarding moments in the teacher-student relationship comes when a former student reaches the pinnacle in his profession.

The Fellowship Award in the American Institute of Architects to Arthur Thomas Brown was most gratifying and a source of unusual satisfaction and joy to his old teacher, especially since it followed the Distinguished Alumni Award in Architecture at Ohio State University last year.

We are, of course, always thrilled when former students "arrive," but this particular event climaxed them

all, especially since this was the first he did an outstanding project enfellowship awarded to an Arizona titled a Fine Arts Gallery in the Byarchitect.

Arthur Brown first appeared in 1924 at Ohio State University in courses on elements of architecture and shades and shadows, followed by perspective and design.

Arthur responded well to advice and encouragement. His willingness to listen, work hard and respond to suggestions was exemplary, and I have especially enjoyed his growing success and accomplishments through the years.

I was fortunate enough to have him in thesis his senior years, where

he did an outstanding project entitled a Fine Arts Gallery in the Byzantine Style. Upon graduation he received the student A.I.A. medal and a scholarship. He was 27 then, and on May 6, 1960, his 60th birthday, he received the alumni award.

It is my humble opinion that Arthur Thomas Brown has contributed as much in his modest way to the profession of architecture through individual and original thinking and practical research in the field of domestic, ecclesiastic and academic architecture as any living architect.

-Galen F. Oman



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A Convention Album

Philadelphia, Pa. April 23-28, 1961



Our thanks to Clark & Company, Tucson, for presenting this section of "Convention Album" to our readers.



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Gunshot has
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Kendall Bates, John Schotanus, and Charles Hickman



Michael Goodwin (student chapter delegate from USC) & Dad. Al Bendiner made more sketches, Les Laraway studies old ones.

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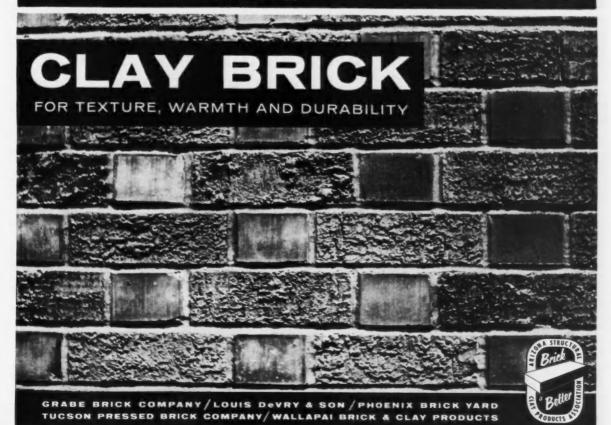
Lloyd Snedaker and Phil Register join standing ovation to Bank Porter. Bunk Porter, Mrs. de Moll (gracious hostess) and Mrs. Torseth.



Joseph Young, John Torseth, Edske Richards and host, Louis de Moll. Kay Stitt and Mrs. Porter. Wonderful climax for a fine convention. Thanks, fine people!







CRITÍQUE

To the Editor:

It would appear that our nation may soon have an acute shortage of airport facilities for small private planes. This will be particularly true in the Phoenix area.

A solution which may merit consideration is the concept of combining golf course construction and airport facilities in certain strategic locations about the Valley. As long as the service and plane parking areas are well camouflaged by landscaping, and as long as there are at least two underpasses which go beneath the landing strip, it would seem that these uses could be combined.

I would like to see architects and land developers explore this idea further.

ERNEST H. PRICE, M.D. Phoenix

To the Editor:

Your strong, forceful editorial on Phoenix and its ridiculous response to President Kennedy's urban renewal program expressed the views of many of us who are fighting mad at the obvious shortsightedness of our local leaders.

CHARLES MONTOOTH, AIA Scottsdale

TO MEMBERS OF ARCHITECTS' STAFFS

If you work for an architect who is a member of the AIA in Arizona, you should be getting your own copy of Arizona Architect each month without cost.

If you are not receiving it, have the AIA member send us the names and home addresses (including postal zone), of all his employees who are not getting the magazine.

To the Editor:

I would like to congratulate you on the excellence of the February issue. If this does not wake up the people of Arizona — nothing will!

The desert has been cruelly treated in the last 15 years, in the name of progress. There will be nothing left in the next 15, unless municipal, state and federal governments move to stop the rot.

It is about time we started to treat land as "rawmaterial for the fulfilment of human needs rather than as an article of merchandise."

The Arizona Architect has in a short time become the most important magazine which is published in the Southwest. Please keep on showing us these pictures which, presumably, the photographers of Arizona Highways must angle out of their lenses.

DESMOND MUIRHEAD Honolulu, Hawaii



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To the Editor:

Having just read the bold print at the top of page 29 of your April issue, I am enclosing sufficient stamps to cover four copies of your February issue illustrating "The Mess We Live In."

For some time I have been inclined to write and compliment you on the job that you do in putting out this publication. We receive every one of the regional publications but yours tops them all. I add my personal congratulations to those that I know you receive from others.

In ordering these four extra copies of the February issue I think I may in a small way help you spread the gospel by circulting the very splendid treatment of "The Mess We Live In."

W. J. HODGE, Vice President LCN Closers, Inc., Princeton, Ill.

To the Editor:

If still available, we shall very much appreciate having a copy of the Document of the Month, "Buildings Of Architectural Significance In Tucson."

We enjoy your chapter magazine very much, and often refer to it. Our students appreciate the information available each month.

> FERN L. ALLEN, Architecture Librarian, Syracuse University

ARCHIE



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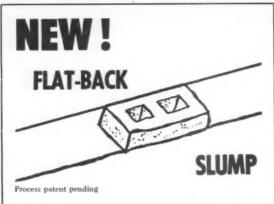


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Arizona State University School of Architecture Fully Accredited by NAAB

The School of Architecture at Arizona State University, which evolved from a few courses in drawing during World War II to its present five-year degree-granting status, has been fully accredited by the National Architectural Accrediting Board.

Announcement of the accreditation was made May 11 by Dr. G. Homer Durham, ASU president, during the annual awards dinner of the Central Arizona Chapter and ASU student chapter of the American Institute of Architects.

Dr. Durham said he was advised that the accreditation became effective April 23, coinciding with the opening of the national AIA convention, and that ASU's school will be one of approximately 50 listed on the NAAB's 1961-62 accredited list.

The accrediting board is composed of two members each from the AIA, National Council of Architectural Registration Boards and the Association of Collegiate Schools of Architecture. Its evaluation committee visited the ASU school for three days in Ianuary.

James W. Elmore, director of the School of Architecture and a member of the faculty since 1949, expressed pleasure with the action of the NAAB, and added:

"We want very much to express our appreciation for the contributions to the growth of the school from the board of regents, the AIA, our advisory committee and other organizations in the building industry."

It was in 1949 that a four-year program of study was established for architecture majors and the staff was expanded to include two registered architects and the number of majors increased to 45.

Two years later, after enrollment was 54, a threeyear pre-professional program was initiated for students preparing for architectural careers. By the addi-



NECESSARY GRAD Frank Henry, second from right, was the first recipient of a Bachelor of Architecture Degree from Arizona State University's School of Architecture, which was able to apply for accreditation after he was graduated in 1960. With him are James W. Elmore, right, director of the school, and Fred Weaver, left, and Richard Drover, with whom Henry is employed in the design department.

PHOENIX

4700 N. CENTRAL AVE.

tion of other courses, the curriculum was extended to a four-year bachelor of science degree program.

In February of 1957, the state board of regents approved expansion of ASU's offering in architecture to a five-year degree program and made it a division of the College of Applied Arts and Sciences.

In July of the same year a special study committee of the AIA visited ASU "to evaluate the situation with respect to the establishment of a school of architecture in the state of Arizona," and concluded that "there appears to be ample substantiation for the need and desirability of establishing a good school of architecture in Arizona."

The advisory committee on architectural programs at ASU concurred in May, 1958, in the recommendation of the AIA committee, further noting that a complete program had been established on the basis of a 10-year background at ASU and recommending that maximum support be given to its development into a regionally accepted school of architecture.

The board of regents changed the organization of the architecture division to a School of Architecture in 1959, when Elmore was appointed director and the bachelor of architecture degree was authorized.

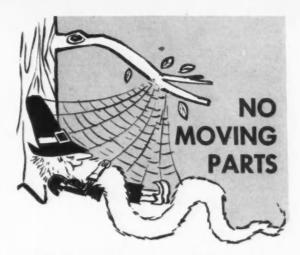
In July of 1958, the university had been elected to associate membership in the ACSA and it was elevated to full membership last month, one of 62 schools to have that designation in the national organization, which provides guidance in the improvement of architectural education.

There were 149 students registered in architecture in the fall of this year and the faculty has been expanded to the equivalent of eight full-time instructors.

Five Valley architects and one from Los Angeles serve on the advisory committee. All members of the AIA, they have worked with ASU for several years and include: Richard E. Drover, chairman; Fred M. Guirey, Ralph Haver, A. John Brenner and Edward L. Varney, all of Phoenix; and Cornelius M. Deasy, Los Angeles.



NEW FRATERNITY Officers of the new Arizona State University colony of Alpha Rho Chi, national architecture fraternity, include, from left, Lyle Cunningham, Phoenix, worthy architect; Gerald Lundeen, Phoenix, worthy associate arcihtect; Richard Ley, Eloy, worthy scribe; Roger Walters, Mesa, worthy estimator; and Herman Orcutt, Phoenix, worthy clerk. Phoenix architects Ralph Haver, John Brenner and Peter Lendrum were instrumental in founding the ASU colony, which hopes to receive a charter as a chapter next fall or spring. It was started May 5 with 15 collegiate pledges.



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Tucson

New Products, Publications, Personnel



The beautiful colors and designs available in wood garage doors are shown in a new full-color folder available from Crawford Door Co., of Detroit.

A feature of the folder is Crawford's recently-introduced Stylist Flush Door, with plastic-impregnated fiber honeycomb core, guaranteed against rotting, splitting or checking of its panels.

The folder shows both the glamor and the nuts-and-bolts facts about the doors. The full-color designs are illustrated and information about the wood and Crawford mechanisms and hardware is given.

The folder describes how doors can be opened and closed automatically with GM Delco-matic garage door operators.

Write Crawford Door Co., 20263 Hoover Rd., Detroit 5, Mich.

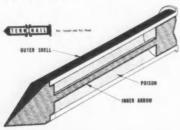
A new method of termite control is available from Mariae Associates.

Called X-TERMI-NAIL, it consists of a naillike cartridge containing Calcium Arsenate which is driven into strategic locations throughout wood structures. An ordinary nail is then driven through the cartridge, impregnating the area around the nail.

Key features of this new device are its low cost and ease of application. Primarily designed for new buildings, X-TERMI-NAILS can be used on older houses, utility poles, wooden fences or other construction subject to termite infestation.

On new construction, carpenters merely drive X-TERMI-NAILS along with regular nails.

Because the unit is completely sealed, it is safe to handle. Further information on the X-TERMI-NAIL method appears in bulletin No. 156, free from Mariae Associates, P. O. Box 664, Glendora, Calif.



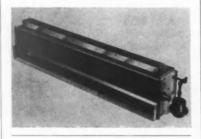
A new Variable Volume Reheat Unit providing more efficient, lower cost heating, cooling and ventilating for perimeter areas of commercial and industrial buildings has been announced by Titus Manufacturing Corp.

The new unit, developed by Titus in conjunction with Minoru Yamasaki . . . Smith, Hinchman & Grylls, Associated Architects and Engineers, is the first of its kind and can be used with low or high pressure systems.

The unit provides lower initial equipment costs. For example, fan capacity can be less when designed into the variable volume reheat system for cooling air flow at specified times, rather than total maximum flow at each outlet in the perimeter area. Lower operating costs, about one-fourth for heating, and lower for cooling, result with use of the unit.

The unit allows greater design freedom because it can be installed under the floor — with outlets flush with the floor — or above the floor at any height desired.

Complete information on the Titus Variable Volume Reheat Unit, including new catalog, is available from Titus Mfg. Corp., Waterloo, Iowa, or from Carns-Hoaglund Co., 420 N. 15th Ave., Phoenix, 7.



LUMBER THAT WON'T SUPPORT FIRE PRODUCED BY KOPPERS COMPANY

Construction lumber that won't support fire is being produced at the Wood Preserving Plant of Koppers Company, Inc., Wilmington, Calif.

A comparatively new product, the fireprotected wood is produced in a huge pressure cylinder in which special fire-deterring chemicals are driven deeply into the wood fibres.

Wood treated in this manner not only repels flame spread, but also provides good resistance to attack by decay and termites.

D. A. Mitchell, western district manager of Koppers Wood Preserving Division, said the new product is known as NON-COM Fire Protected Wood. Part of the Wilmington plant was converted for its production.

Koppers Company started production because of the increasing acceptance of this fire-protected wood in construction and because more and more building code authorities have approved its use. The wood produced at Wilmington is to have Underwriters approval. Initial orders are for over 250,-000 board feet for construction in San Diego and San Francisco.



Availability of a durable new, one-part silicone rubber building sealant that is always ready for application without heating or refrigeration has been announced by Dow Corning Corporation.

Called Dow Corning 780, this unique material is the first silicone sealant of its type to be offered commercially.

Silicone rubber resists extreme heat and cold. Before application, Dow Corning 780 retains a smooth consistency despite wide variations in temperature so that it may be applied and stored without special precautions. After sealing, it retains flexibility and adhesion from —80 to 350 F.

Requiring no catalyst or pre-mixing, Dow Corning 780 cures to a dry, tack-free surface in less than an hour after exposure to moisture in air, meaning longer working life as well as simplified storage.

It is non-staining and may be applied to light colored masonry and other porous materials with complete assurance of troublefree performance.

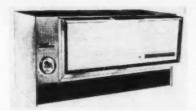
It is supplied in polyethylene cartridges ready for use in standard air or hand operated guns and may be stored safely for at least three months. Several colors are available.

More information on Dow Corning 780 is available from Dept. WTR, Dow Corning Corporation, Midland, Mich.

Apex Steel Corporation used 20-guage steel bands coated with soft grey baked enamel to create 10,000 square feet of solar screen on the Arcadia branch office of Security First National Bank. Ellipses were riveted together on the job.

Jacobson and Coppage, architects, required screen that was low in cost yet effectively controlled light and temperature changes and provided both interior and exterior beauty.





A compact, full-capacity electric dish-washer which can be inexpensively installed in any eleven kitchen locations and features "wave-of-water" washing action and steam purification has been announced by TEMCO Industrial of Dallas.

The "eye-level" dishwasher and a compact electric food-waste disposer are the latest new products developed as part of the expansion into consumer markets by Ling-Temco Electronics, Inc., one of America's top 25 military electronics companies.

The dishwasher can be installed in existing homes as well as in new construction. Its installation flexibility and easy convertibility are keyed by its design, featuring unique size and shape. With its washing action, steam purification, flash drying and microfiltration, the Temco Dishwasher has an overall height of only 15 or 18 inches, depending on the model, but units hold service for six, ten or fifteen people.

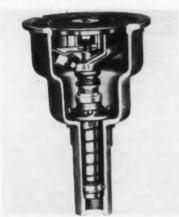
The Temco Dishwasher and disposer are available through department stores and appliance dealers.

Rain Bird introduces a new line of concealed turf sprinkers, the Rotor Pop-Ups, for use on automatic or manual controlled underground systems of large turf areas.

Usable on hills or level ground, Rotor Pop-Ups are available in part or full circle sprinklers, single or two nozzles on the former. Rubber covered models give protection on athletic fields and playgrounds.

The new Rotor Pop-Ups do a thorough watering job then quietly disappear into the ground, not obstructing beauty or usability of the turf. They are installed flush with the ground so there is no hole on the turf.

Catalog and local availability will be sent free from National Rain Bird Sales and Engineering Corporation of Azusa, Calif.



A new "Princess" line of kitchen and lavatory faucets is introduced by Michigan Brass Company.

Styling represents a break-away from traditional designs, especially in treatment of the handles, which are oriented at 45 degrees to meet the natural angle of the outstretched hand.

Each handle has a graceful thumb depression and a smoothly contoured finger-grip extension. The styling is said to simulate the flowing motion of water, and the streamlined spout becomes the focal point for natural water emergence.

Included in the new Princess line is a single lever kitchen faucet, featuring setswing operation. Also available are two types of 8" concealed designs, an 8" exposed de-



sign, a 4" lavatory faucet, plus two and three-valve tub and shower fittings.

Michigan Brass Company has been manufacturing brass products since 1896 and it also makes a complete line of tubular products.

For free copy of the new Princess catalog, write Michigan Brass Company, Grand Haven, Michigan.



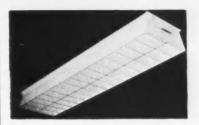
Look Products, Inc., Miami, Fla., subsidiary of the F. C. Russell Company, manufacturers of aluminum windows and doors, has entered the sliding glass door field with a complete new line of AWMA approved doors.

For any type of residential construction, Look doors are available in anodyzed or mill finish. They meet SD-A1 and SD-A1-H specs of the Aluminum Window Manufacturers Assoc. for water and air infiltration, plus a 20 or 40 pound per square foot wind load requirement on a 3-panel unit, 12' by 6'10".

A wide range of models, with Pass-Panels or Fixed-Panels available; one, two or three track, standard and pocket construction, interior or exterior tracks. One to four panels per unit available. Factory glazed with 7/32" glass or 5%" dual insulating glass.

KD units or with panels assembled and glazed frames; panels and lockkeeper easily aligned after installation; key lock with every door. Shipment 5 days after order.

For more information, write Sliding Glass Doors Division, Look Products, Inc., Box 4057. Miami 1, Fla.



New Litecraft "Decathlon" Series 21 school and office fixtures demonstrate over 80 per cent efficiency and provide more light in the useful zone. Developed by Litecraft Manufacturing Corp., they can be installed on stems or directly on the ceiling surface.

Decathlon fixtures are constructed of coldrolled steel in four and eight foot lengths and are Bonderized to provide maximum corrosion resistance. Knockouts at both ends allow continuous wiring of end-to-end fixtures.

They come in two or four light fixture types with translucent white plastic side diffusers, color stabilized and destaticized, or enamel steel sides. Several mounting arrangements are available.

A four-page brochure, free on request, gives full technical data and sketches and may be obtained from Litecraft Manufacturing Corp., 100 Dayton Ave., Passaic, N. J.

Compriband, a compressible waterproofing sealant developed in Holland and being used extensively throughout Europe as a joint sealer in buildings, roads, bridges, dams, etc., now is available in the U. S. through Pacific Sealants.

Under compression, Compriband becomes completely water-tight and bonds to contacting surfaces. Its resiliency makes it strive toward its original shape and size, even under concentrated and prolonged loads.

It has chemical and physical stability under extremes of heat and cold, low thermal conductivity, non-bleeding, ease of handling and application, resistance to chemicals and fumes, sound and vibration isolation characteristics.

Technical details, test reports and general information on Compriband are available from Pacific Sealants, 149 Daisy Ave., Long Beach 13, Calif.



CENTRAL ARIZONA CHAPTER NEWS

- Congratulations to new Corporate members Montgomery Greene of Phoenix, and Nelson, of Flagstaff. Welcome to new Jr. Associate Philip Poland, Phoenix. Ronald Martyn has advanced from Jr. Associate member to Associate status.
- John Brenner has been elected secretary of the National Council of Architectural Registration Boards. Brenner had previously served the group as treasurer for three years.
- · Chuck Hickman has been appointed Chairman of the Mesa Planning and Zoning Commission. Hickman has already served on the commission for three years as a member.
- Tony Ellner has been awarded a Certificate of Appreciation by the state chapter of the National Federation of Garden Clubs for his recent seminar on landscape design, given at ASU.
- The chapter, in cooperation with the University of California and the Office of Civil and Defense Mobilization will sponsor an architects and engineers twoday workshop in fallout shelter design and evaluation. The event will be held June 16 and 17 at the Phoenix Public Library. All members will be receiving the details of the workshop and invitations to participate.
- Charles Biggs has been appointed Director of Building and Plans department at ASU.
- At the last regular meeting, Kemper Goodwin, reporting on the national convention, advised the members that the supplemental dues program presented at the convention passed, limited to a two-year trial period.

Chapters Hold Awards Dinners

Annual awards dinners of both the Central and Southern Arizona chapters and their student chapter counterparts at Tempe and Tucson were held this month and will be reported in full in the June issue of Arizona Architect.

At Tempe, Arizona State University students of the School of Architecture were awarded over \$3,000 in prizes and scholarships and they exhibited their work to central chapter members and their ladies before all participants heard an address by Charles Eames, internationally acclaimed designer from Los Angeles. The banquet was May 11.

The southern chapter members and their guests and students from the University of Arizona heard Kenneth Cardwell, professor of architecture at the University of California in Berkeley speak on "Tradition in Growth" on May 18 at the student union ballroom. One craftsmanship award was made and eight scholarships were awarded to students in the architecture department.

SOUTHERN ARIZONA CHAPTER NEWS

Jim Wares is editing the new inter-office chapter news sheet known as S.A.A.S., now in its second number.

William Wilde called a meeting recently to discuss his long-burning idea of a symposium on Environment for Education. Attending were Dr. Marion Donaldson, Superintendent of Amphitheater Public Schools, Dr. Robert Morrow, Tucson Schools superintendent; George Smith, Superintendent at Flowing Wells District; Dr. Hollis Moore, Dean of Education at the U. of A.; Paul Norris, architect for Tucson schools; William Cook and Dennis Brizee, members of the chapter's school committee; Ellsworth Moe, Executive Secretary of the Tucson Education Association; and Richard Olson.

Following expressions from educators of a need for a less personal and more objective exchange of views between them and architects, and a discussion of objectives, it was decided to proceed with a symposium, to be sponsored jointly by the Southern Arizona Chapter and the College of Education of the U. of A. A planning committee has been appointed to make arrangements, after which dates and other details will be made known.

Architects and contractors in the Tucson area have been holding a series of informative monthly seminars on joint problems. As a result of the April meeting, a set of suggested practices concerning resilient flooring has been issued for the guidance of architects, spec writers and contractors that should result in better control of this phase of construction.

The May 11 meeting covered concrete work, and the speakers' panel included John Beck, AIA; Frank Majeski, field supervisor; Matt Lang, general contractor; Bill Damron, sub contractor; and George Petzar, Portland Cement Association.

The meetings of the A-C-R group have been well attended and have reflected the hard work done particularly by Bob Ambrose and contractor George Codd. Other members of the Architect-Contractor Relations Committee are Santry Fuller, Gerald Bailey, Ben Huie, for the architects; and Bob Sundt, Howard Shiff and Wilbur Conelly, representing the contractors.

Next meeting - to deal with structural steel and miscellaneous metals - will be June 15. The events have been held at Ye Olde Lantern, with dinner at 7:00 and seminar at 8:00 p.m. All are invited, and the meetings will be particularly valuable for private or governmental estimators, draftsmen, architects, field supervisors, spec writers, general and sub contractors, and suppliers.

The perception of beauty is a moral test.

ME TOO!

An Editorial

Do you remember "Me too", the whimsical funny-paper little brother character who demanded equal gifts, equal privileges and equal attention with his plaintive "me, too" chant? Many of us had a "Me Too" in our own family, pestiferously clinging to our shirt-tails as he tagged along to the movies, the ice cream parlor, or the playground.

"Me Too" is older now, but he hasn't grown up. You'll find him and his cousins in your lobby, Mr. Architect, the last few days and hours before bid time on practically every job you put out for bids. Whereas, as a child, he was accepted with resignation, tolerance or even amusement, he's not so whimsical any more.

For now "Me Too" demands the right to bid as an "equal" to your specifications. His demands are even less justifiable and less legitimate now than they were then. Simply because he claims the inalienable right to bid any job he desires, he would usurp from you the authority to define the "or equal".

He would deny without reservation your right to specify any product, material, service or system which is not available from the shelves of every lumber yard and grocery store. He would deny that it is your prerogative, and your duty, to specify that product which will best satisfy the functional, aesthetic or comfort demands of your building — regardless of its proprietary nature, controlled distribution or even its price — so long as you stay within the established budget for the total building.

Here's the rub, Mr. Architect: if "Me Too" really had an "equal" product or service, he wouldn't be in your lobby wailing at the eleventh hour — he would be at his own office phoning in his bid, having established the equality of his product during the specification stage of that job. Nine chances out of ten, the "just as good" product he now wants to foist off on you is a cheap substitute, a stripped-down economy version, or perhaps just his sincere enough but unqualified, uneducated and frenzied evaluation of your spec.

While claiming to be the product and protector of the American competitive system and the guardian of the public purse strings, "Me Too" is, in fact, a parsimonious parasite, a lobbying leech, a status-seeking anxiety addict who would like to have the architects and specification writers shelter his inadequacies.

"Me Too" is a big boy now. He's big enough to be denied — in fact, he's big enough now to be spanked. The most effective spanking is a clear and firm specification, made with knowledge and conviction, and backed by unflinching tenacity.

ARIZONA ACOUSTICS

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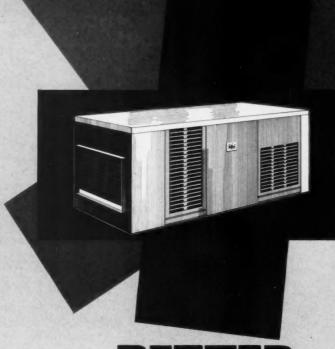
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